

MARLBORO COUNTRY STORE

Mr. Sample A. Sample
1234 Your Street
Yourtown, ST 67890

Dear Mr. Sample:

Thanks for taking part in the smoker survey at your convenience store on Month Day.
Since you're already a friend of Marlboro, we've got something special to thank you
for your time.

Here's a certificate for 25 Bonus Miles you can use for the new
Marlboro Country Store. You could get a free Bandana with 'em
right now or, better yet, save up the Miles to get any of the gear
made for the great wide open.

Take a look inside your Marlboro Country Store Catalog to see all
the great gear—everything from Barn Coats to Barbeque Tools to
a Bull's Eye Dartboard. And remember that each pack of Marlboro
has a Marlboro Country Store UPC Symbol worth 5 Miles.

Come to Marlboro Country.



MARLBORO COUNTRY STORE

25 Bonus Miles Gift Certificate
Good toward any item in the
Marlboro Country Store Catalog.

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